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U. S. Department of Agriculture.

Reynold's Dahlia Gardens

ROCHESTER ROAD

AT

AUBURN ROAD

1935

Rochester, Mich.

3034 Rochester Road

Honest Business Pays

BEHIND us are the years of easy come and easy go; the years when an article sold to you and me because of smooth advertising and fine sales talk. Today we demand our money's worth and we get it or we do not buy.

Last year we made an effort to be honest in our advertising; we have been told we were too honest; people did not like it. We do not believe this for our customers are right back again this year, and they have brought others with them. We have more new dahlias this year and do not apologize for a single one. They are all we say they are without exception.

It is our desire to build our business for the future and the only way it can be done is by giving to you what we believe to be the best dahlias grown. In this we are aided by Mr. George W. Fraser, of Willimantic, Conn., who knows as much about the desirability of a flower as any man growing them.

Because of our connection with him we offer the top place to his originations this year and follow them with others which are equally as good in their class. Some are left out. They do not meet our requirements or there are others we believe to give as much satisfaction for a smaller investment.

You must remember that any honor roll is but the opinion of one man or group of men, and your likes or dislikes are your honor roll. Many fine dahlias never are exhibited but they may be every bit as good as those great originations which have the praise of the show room back of them.

We do not claim to have the finest dahlias, the finest climate, the finest soil or the finest of anything. That is a lot of fancy talk, made to sell dahlias. You can do just as well and perhaps better if you observe the few simple rules any good gardener observes.

It has been said that if your garden will grow good weeds it will grow good dahlias and we believe that is true only don't try to grow both in the same garden.

REYNOLDS' DAHLIA GARDENS

Reynolds' and Fraser's Tested Dahlias

3034 Rochester Road

Rochester, Michigan

VISIT US

Our Time Is Yours

We invite you to visit us while the dahlias are in bloom. We are located on the Rochester Road, M150, at Auburn Avenue, M59, about eight miles east of Pontiac, three miles south of Rochester and ten miles north of Royal Oak.

State highway M150 leads directly past our gardens and we do not believe you can miss us. When stopping for the signal light at Auburn Road, going north, you are directly in front of the gardens.

Here you will see many new dahlias not yet shown and many more that are perhaps among the future greats. All of the originations of Mr. George W. Fraser may be seen here as well as many from other growers.

* * *

When you visit the east do not fail to stop at Fraser's Dahlia Gardens at Willimantic, Conn. You will be well received and more than repaid.

We do not grow all the new dahlias but we do plan to grow those which have the name of being the best. We appreciate your business. Come again.

CLASSIFICATION — C. Cactus; SC — Semi-Cactus; FD.—Formal Decorative; ID. — Informal Decorative.

* * *

Our Terms: Cash with order. No substitution unless requested. Stock guaranteed as represented, free from disease and in good growing condition on delivery. Do not send money by mail unless registered.

We Have The Honor To Present....

“JESSIE CRAWFORD”

(Fraser)

House Beautiful and American Home both say it is one of the outstanding dahlias of the year.

Honor enough for any dahlia but aside from that it is distinctive in color and form.

Informal decorative orchid lavender in color with shadings from a light tone to that deep color you find in the lip of a Cattleya.

We grew it last year and it is a marvelous flower.

Roots \$10.00 Plants \$5.00

* * *

“HELEN S. FRASER”

(Fraser)

Outstanding in every way both as a commercial and exhibition dahlia.

Certificated at Storrs as a fine commercial flower, yet large enough to hold its own in the show room.

A formal decorative of a color hard to describe being a mixture of gold, pink and buff.

We know you will like it.

Roots \$10.00 Plants \$5.00

Both the above dahlias are of the newer type and strain that seems immune to every insect pest and produce abundantly under almost any condition.

* * *

“MRS. GEORGE Le BOUTELLIER”

(Smith-Ruschmohr)

Through Mr. George W. Fraser we are able to offer this great new dahlia.

Honor indeed when the Honor Rolls compare it to the other great red informal decoratives.

Watch out for it as it will make them all travel.

Plants Only, \$5.00

"ROCKLEY MOON"

(Ruschmohr)

From the same source we also offer this grand dahlia. A formal decorative, clear bright yellow in color and a wonderful flower.

This also is one of high honor on both honor rolls and is said to succeed under the most adverse conditions.

Plants only, \$5.00 each

* * *

"CAVALCADE"

(Groll)

Formal decorative of the Jersey Beauty type, 7 to 9 inches in size on perfect long stems. The color is a beautiful shade of old rose and mulberry pink.

Very free flowering and every flower perfect in formation and position.

Beyond a doubt the best commercial variety introduced since Jersey's Beauty. It is a real one.

Originator's Stock, Plants only, \$5.00

* * *

"MOTHER'S DAY"

(Smith)

The finest and most to be desired dahlia of its type yet introduced. As the name implies, it is white with occasional flecks of cerise in the petals.

Blooms are large and a great many of them, it being not unusual to find eight or more full blown on a single plant at one time. Exceptionally early and should not be crowded out.

We know of no other even remotely like it.

Roots \$7.50

Plants \$3.75

IT IS A FACT. All the best dahlias are not the high priced new ones. Those following are, we feel sure, the best of their class and in many cases have yet to be equaled.

* * *

ACHIEVEMENT—All of that and more. A rich golden yellow informal decorative suffused with bronze and old rose. Roots, \$1.00

AIKO—One of the most spectacular deep carmine semi-cactus ever introduced. The silver reverse adds greatly to its beauty.

Roots, \$1.50

ALLAN A—FD. (Angel-Fraser). A very large and beautiful bloom, ivory white suffused lilac. Seven and eight nine-inch blooms at once on a plant are common. Roots, \$3.50

AMERICAN TRIUMPH. A fine clear red cactus decidedly worth the extra care it requires. One of the best. Roots, \$.50

ANDREA ERICSON—ID. A pure white of large size, very free flowering and fine growth. Roots, \$1.00

ASBURY PARK—Formal decorative blooms of copper tinted old rose. Roots, \$1.00

BAGDAD—ID. Large scarlet red bloom that is a favorite everywhere. Roots, \$1.00

BETTY COLTER—ID. A distinct shade of salmon red that is unusual—a wonderful flower. Roots, \$2.00

BUCKEYE BRIDE—FD. If any dahlia can take the place of Jersey's Beauty, this shrimp pink will be the one. Roots, \$1.00

BUCKEYE KING — ID. The honor roll for 1933 honored this sensation from Ohio. Clear glowing amber yellow of great size and a wonderful keeping variety. One of those you never worry about. Roots, \$6.00

CAMEO—ID. One of the really fine cameo pink dahlias and one that has been universally good. Roots, \$2.00

CITY OF ROYAL OAK—SC. This is our honor or roll dahlia of 1933. Most unusual color being a russet salmon with tints of cadmium. Exceptionally free flowering and requires disbudding. Due to a short root crop we offer plants only of Michigan's first honor or roll dahlia. Plants, \$3.00

CHAS. G. REED—FD. Immense purple red fine stems and good habits. Free flowering and winner of many prizes. Roots, \$.50

CHRISTMAS CANDY. A peony flowered novelty of brilliant red and white. A good garden flower and very attractive. Roots, \$.50

COLONIAL DAME—SC. Truely a reminder of the days of lavender and old lace. An exquisite and beautiful dahlia. Roots, \$2.50

COLOR SERGEANT—ID. Rich salmon bronze of large size and profuse blooming habits. Probably the best in its class. Roots, \$.50

DAILY MAIL—FD. An English variety having size and all. Color best described as a delicate buff. Exceptionally free flowering and never a bad one in the hottest weather. Roots, \$1.00

DADDY BUTLER—SC. Rose and silver a wonderful cut flower, very free. Roots, \$.50

DIXIE CARDINAL—FD. A flaming salmon color, immense size and free flowering. In some locations the stems are a bit weak for the great blooms, in others they are perfect. Roots, \$3.50

DOROTHY STONE—ID. One of the best deep true pink dahlias. Fine habits and a great exhibition dahlia. Roots, \$.75

DR. JOHN CARMAN—FD. Tyrian rose and silver in color. A good keeper and landscape dahlia. Very large and free flowering. Roots, \$.50

DWIGHT W. MORROW—ID. One of the best deep red dahlias. A prize in any man's garden. Its habits are fine and you will like it. Roots, \$1.50

EAGLE ROCK FANTASY—ID. A clear mal-low pink, second to none in size, freedom of bloom and ability to win in the show room. Roots, \$1.50

EUGENE BALLAY—ID. One of last year's introductions that is really outstanding. Rich cream, long strong stems and blooms of great size and fine growing habits. Roots, \$5.00

ELITE GLORY—FD. Spectacular flowers of gorgeous red. Roots, \$.50

ELIZABETH TAYLOR WHITE—SC. A sport of Alice Whittier which it somewhat resem-bles. A clear yellow with amber tints; good stems and habits. Roots, \$2.50

ETHEL M.—S. C. Amaranth pink shaded lighter at tips and white at the center. One of the best cut and never out of bloom. Roots, \$.50

FAIR HARBOUR—ID. A wonderful flower of deep lavender pink. Long strong stems hold the immense flowers perfectly. Fine exhibi-tion variety and one you will like. Roots, \$2.00

FARNCOT—C. Aster purple tipped white. Re-quires spraying and care but it will more than repay the extra work. Roots, \$.50

FLORENCE FLOREY—Deep velvet red semi-cactus unsurpassed as a cut flower or for exhibition. Roots, \$1.00

FORT MONMOUTH—ID. Large wine red blooms held perfectly on fine stems. A uni-versal favorite. Roots, \$.75

FRAU O. BRACHT—SC. and C. At times this best of all light primrose dahlias is a clear cactus, at others a semi-cactus. Regardless of which it is, there is nothing in its class that can better it. Roots, \$1.50

FRED SPRINGER—The border dahlia supreme. As yet there is nothing like it. A great favorite for landscape and bedding.

Plants only, \$.50

GIRL OF HILLCREST—ID. This clear apricot buff dahlia is one of the best and in a class by itself.

Roots, \$1.00

GOLDEN ECLIPSE—FD. Clear golden yellow with shadings of salmon and flesh at the center. Remarkable keeping qualities will make this a universal favorite. Roots, \$3.00

GOOD WILL—SC. Large and attractive blooms of violet rose with bright shadings, the centers being shaded sulphur yellow. Sure to become very much desired. Roots, \$3.00

HEATHERBLOOM — ID. Rich rosy heather purple with white shadings. The formation is unique, being like that of a huge recurved mum, six to eight inches across and the same in depth without disbudding. Very early and free flowering. A very distinct novelty that insects will not bother.

Roots, \$3.50

HONOR BRIGHT—FD. (Golden Rule). Unusual coloring is the distinction for this 1934 Honor Roll dahlia. Coral rose with tints of amber shaded to coral red at the center. A really good one.

Roots, \$6.00

JAMES KIRBY—ID. A rich cardinal red which is a wonderful flower both in the garden and when cut. One of the best. Roots, \$2.00

JANE COWL—ID. Probably the most famous of all the dahlias. Buff and old gold with shadings at the center of apricot and old rose. It always does well.

Roots, \$.50

JANE DIXON—ID. An exhibition dahlia of a beautiful shade of salmon orange. Insect resistant and fine habits.

Roots, \$3.50

JANET SOUTHWICK—ID. A distinctive exhibition dahlia. A marvelous color between Tyrian rose and Burgundy red. Clean growing and insect resistant.

Roots, \$1.50

JERSEY'S BEAUTY—FD. The greatest pink dahlia of all time. A true pink and wonderful cut flower. Roots, \$.35

JERSEY'S BEACON—FD. A giant of the dahlia world; Chinese scarlet with buff reverse. Universally good. Roots, \$.35

JERSEY'S DAINTY—C. In this straight cactus we have one of the finest of all. White with a faint overtone of pink. Many times winner of best flower in show. Roots, \$3.00

JEAN TRIMBEE—SC. Rich violet purple and a universal favorite both in the show room and the garden. Early and free flowering and large size. Roots, \$1.00

KARL BONAWITZ — SC. Flowers of bright carmine and good size held high above the foliage. One of the good ones. Roots, \$1.00

KATHLEEN NORRIS—ID. The finest pink in its class. Probably the greatest winner of best in the show ever grown. Wonderful stems and flowers of great size. Roots, \$1.00

KEMP'S WHITE WONDER—ID. The white Ft. Monmouth; of which it is a seedling. Exceptionally large flowers on fine stems. Roots, \$2.00

KENTUCKY RED—ID. A wonderful flaming red which does not burn or fade. A sensational flower of good habits. Roots, \$1.00

KENTUCKY—FD. A salmon pink sport of Jersey's Beauty considered by many as a better flower than Beauty. Roots, \$.50

KING OF THE YELLOWS — ID. Flowers of bright yellow held on good strong stems. Great size and depth. Roots, \$5.00

LADY MARGARET—A beautiful small ball or show dahlia. White tinted lilac. Fine cut and good keeper. Roots, \$.35

LILAC LADY—ID. A beautiful flower of pond lily type. Strong stems, free flowering, and a good keeper when cut. Roots, \$1.00

LOIS MARION—One of those much needed in-curved cactus dahlias you will take great pleasure in growing. The color is a lovely combination of pink and buff. Roots, \$5.00

LONG HILL—ID. The color of this one is rather orange yellow shading to a bronze buff. Profuse blooming habits and good stems. Roots, \$1.50

LOUISE BATES—SC. A spectacular dahlia of great size. Color is a beautiful shade of mallow pink, dark phlox purple at the center. Really a mighty fine semi-cactus. Roots, \$5.00

LORD OF AUTUMN—We are glad to offer you plants of this wonderful yellow informal decorative. It was one of the best of last year's introductions. Plants only, \$5.00

MARGARET F. WILEY — ID. A wonderful bloom, rose red with a reverse of rose pink and silver. Large loose petaled flowers and lots of them, on fine stems. Wonderful cut. Roots, \$1.50

MARGARET WOODROW WILSON — One of the old favorites. Light pink and hard to beat when properly grown. Roots, \$.35

MONMOUTH SUNBURST—ID. A glowing combination of golden bronze with salmon flushes. One of the best of the autumn colors. Roots, \$5.00

MRS. AUSTIN D. BOSS—FD. One of the "New Race" introductions we featured last year. A medium sized flower of soft flesh pink on a white base, growing perfectly on long, strong stems. An insect proof dahlia. Roots, \$2.50

MYRA HOWARD—ID. Yellow cadmium tinted salmon and gold. A most desirable dahlia in every way. Roots, \$2.00

MURPHY'S MASTERPIECE—ID. In our mind it is the greatest red dahlia of all time. Immense size, fine stems and the deep red blooms are in a class by themselves in the show room. Roots, \$5.00

NAGEL'S ROEM—SC. A wonderful flower of chamois overlaid with a light salmon pink. Fine stems and a wonderful cut flower.

Roots, \$1.50

ORIENTAL GLORY—ID. Quite a way out of the ordinary is this dazzling orange. Truly a fine dahlia that seems to do well anywhere.

Roots, \$7.50

ORINDA—FD. Immense flowers on ideal stems are a clear one-toned mauve. One of the really big ones.

Roots, \$1.00

PAPILLON—ID. Old rose with tints of gold. A favorite everywhere.

Roots, \$.50

PASTEL GLOW—ID. A large flower of glowing pastel pink, full and high centered.

Roots, \$3.00

PAT—ID. Orange with a wheat straw reverse, early and prolific and a fine dry weather flower.

Roots, \$1.00

PERK—Dec. One of those always satisfactory reds that does not burn. Good either as a cut flower or for the show room.

Roots, \$1.00

POINSETTIA PILGRIM—ID. A flaming poinsettia red bloom at the top of long, strong stems. Grow to four canes for best results.

Roots, \$3.50

RAJAH — FD. An immense bi-color dahlia which, like most bi-colors, does not always come true, but it is so exceptional that you will be well repaid for growing it. The color is a deep orange splashed with red.

Plants only, \$2.50

ROBERT EMMETT—ID. One of the really great reds, midway between carmine and cardinal. Fine form and large size.

Roots, \$5.00

RUBY TAIT — ID. (Fraser). Citron yellow with pencilings of pink. Large blooms on fine stems. One of the honor dahlias in the Flower Grower roll.

Roots, \$3.50

RUDY VALLE—SC. One of the best of the recent introductions, reddish apricot with a golden center. One that will please in every way. Roots, \$1.00

SAGAMORE PRINCE—ID. Carmine and rose with cream reverse. A good flower and free blooming. Roots, \$.50

SANHICAN KING—This rather informal decorative was especially fine with us last year, being literally covered with immense flowers of deep orange buff. We like it. Roots, \$1.00

SANHICAN NYMPH—FD. Rich primrose yellow tinted light rose. A large and fine flower on great stems. Roots, \$1.00

SATAN—SC. Flaming red of great size with a tinge of orange. Great stems and a wonderful flower anyway you look at it. Roots, \$2.00

SCARLET PILGRIM—Flaming red of moderate size and exceptional blooming habits. Great cut and garden flower. Roots, \$1.00

SHETUCKET — FD. Large flowers on fine stems. Cinnamon buff suffused pink. Roots, \$1.00

SNOWCAP—FD. One of the best of the formal whites. Seems to be a hardy one every way, hot or cold, wet or dry. Free flowering. Roots, \$1.00

STAR OF BETHLEHEM—SC. At times this beautiful white is almost a cactus. Better than almost any medium sized white and very free flowering. Roots, \$1.00

SPOTLIGHT—ID. One of the very large yellows on the 1933 Roll of Honor. Color is sulphur yellow shading lighter at the tips. Fine habits and a good dahlia. Plants, \$3.75

TARUS—IC. An English novelty of distinction. Burnt orange flowers on fine long stems. Roots, \$1.50

THE COMMODORE—ID. A monster yellow and one of the most attractive dahlias grown. Roots, \$.50

THE DUCHESS—ID. A most beautiful bicolor. Pure golden yellow petals each with a white tip. One of the really fine bicolors. Roots, \$1.50

THE FIREMAN—ID. A dazzling spectrum red with occasional stripes and tips of mustard yellow. One of the best of the 1934 introductions. Roots, \$7.50

THE PIRATE—One of the most striking colored dahlias grown. Blooms are a peculiar rosy red having a sheen all their own. Roots, \$1.00

THE WORLD—FD. Immense magenta blooms overlaid with garnet and silver shadings. Roots, \$.50

WALDHEIM SUNSHINE—ID. One of the finest of the light yellows. Very free flowering and satisfactory. Roots, \$1.00

W. H. T.—FD. A marvelous flower of rose pink. It has a color and beauty all its own. Fine stems. Roots, \$.50

WILLIAM HOGAN—FD. The one red and white bi-color that seldom ever sports. Red petals with white tips. Roots, \$.50

PLANTS

We consider plants equally as good for producing fine dahlias as roots. However, they do not always make as good roots, so consider that—but they do permit you to buy two for one. Unless otherwise priced they are one half the price of roots on most varieties selling for more than one dollar.

THE
AMERICAN DAHLIA SOCIETY

Will give you greater benefits for the
\$2.00 membership fee
Than you can derive from any other
Like investment.

Write the secretary of the Society

Mr. C. Louis Alling,

251 Court Street, West Haven, Conn.

* * *

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